



# **CITY OF SANTA BARBARA**

## **COUNCIL AGENDA REPORT**

**AGENDA DATE:** December 8, 2009

**TO:** Mayor and Councilmembers

**FROM:** Transportation Division, Public Works Department

**SUBJECT:** Acceptance And Appropriation Of Commute Challenge Prize From Traffic Solutions

**RECOMMENDATION:** That Council:

- A. Accept \$700 in prize monies from the Santa Barbara County Association of Governments' (SBCAG) Traffic Solutions for the Commute Challenge Program; and
- B. Increase estimated revenues and appropriations by \$700 in the Fiscal Year 2010 Streets Capital Fund to be used for the Work Trip Reduction Incentive Program.

### **DISCUSSION:**

Two years ago, the City entered into a dynamic partnership called Curb Your Commute, joining with the Santa Barbara Regional Chamber of Commerce, CalTrans, and Traffic Solutions, to help offset traffic impacts on the Highway 101 Construction Project by encouraging ridesharing during the four-year Project. One component of the Curb Your Commute Campaign was the Commute Challenge.

One hundred eighteen City employees participated in the Countywide Traffic Solutions Commute Challenge, held during the months of May and June 2009, by forming teams of five co-workers, family members or friends, to earn points and prizes by making and logging trips by bus, bike, foot, carpool, vanpool, or by telecommuting.

The City won in the Large Employer category due to the strong participation by City employees and policymakers. Traffic Solutions awarded a cash prize to the top team in each category and the City was awarded \$700. For the second consecutive year, the City was the winner in the Large Employer category of the Curb Your Commute Challenge.

The Transportation Division plans to budget the prize winnings for use toward quarterly gatherings for participants in the Work Trip Reduction Incentive Program (Work TRIP), to celebrate employee participation in the program, increase the employee participation rate in sustainable commutes, and to motivate employees to measure the fiscal and environmental impact of their commute choices.

**BUDGET/FINANCIAL INFORMATION:**

This appropriation to the Streets Capital Fund increases the available funding to encourage participation in the Work TRIP Program by \$700.

**SUSTAINABILITY IMPACT:**

During the 2009 Commute Challenge, 346 employees logged at least one alternative trip rather than driving alone. Of those employees, 118 joined a team for the competition. During the two month period, 4,180 automobile roundtrips were avoided, resulting in 127,038 fewer pounds of pollutants and 6,540 fewer gallons of gasoline consumed. During the contest period, as compared to the previous two months, the number of alternative commute trips recorded increased by 35%, amounting to an increased savings of approximately 23%.

Compared to the two month Commute Challenge contest in 2008, employee participation remained about the same; however, the two month period in 2009 showed a 10% reduction in automobile trips, 14% reduction in emissions, 23% fewer pounds of pollutants, and consumed 14% fewer gallons of gasoline compared to the two month period in 2008. As evidenced by increased participation in the Commuter Challenge, by choosing to drive alone to the workplace less frequently, the Work TRIP project continues to grow in participation as a benefit for our employees, the environment, and our community.

**PREPARED BY:** Browning Allen, Transportation Manager/SG/kts

**SUBMITTED BY:** Christine F. Andersen, Public Works Director

**APPROVED BY:** City Administrator's Office